

Message Text

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ACTION OPIC-06

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FM AMEMBASSY ACCRA

TO SECSTATE WASHDC 6967

UNCLAS ACCRA 1983

E. O. 11652: N/A

TAGS: EFIN BR

SUBJ: WORLD FOOD SYSTEMS, INC

REF: STATE 67597

1. WFS HAD AT LEAST TWO BRAZIL PROJECT POTENTIALS FOR WHICH FURTHER STUDY WAS CONTEMPLATED. CONSEQUENTLY WILLIAMS NOT CERTAIN FROM REFTEL WHAT PROPOSED STUDY IS ABOUT.

2. NEVERTHELESS, IN GENERAL RESPONSE TO REFTEL PARAGRAPH TWO:

A. NO, BUT MUELLER SHOULD HAVE SATISFIED HIMSELF AS TO INVESTMENT INTENT, WHICH IS DIFFERENT AND STRONGER THAN QUOTE WILLINGNESS UNQUOTE. AS WITH ANY INVESTMENT PROPOSED OPIC - COUNCIL SHOULD ASSURE THEMSELVES THAT COMPANY AT HIGHEST LEVELS HAS INVESTMENT INTENT AND AVAILABLE RESOURCES TO IMPLEMENT THE PROJECT SUCCESSFULLY.

B. NOT IN ANY BUREAUCRATIC SENSE, BUT OPIC AND COUNCIL SHOULD ASSURE THEMSELVES THAT PROJECT MAKES BASIC SENSE AND THAT FEASIBILITY STUDY AND PROJECT DEVELOPMENT PROGRAM LEADING TO THE PROJECT ALSO MAKE SENSE. TO DO THIS OPIC AND COUNCIL SHOULD UNDERSTAND WHAT THE COMPANY ALREADY KNOWS AND BELIEVES ABOUT THE POTENTIAL FOR THE PROJECT.

C. WILLIAMS CANNOT ANSWER THIS QUESTION. HOWEVER, WITH UNCLASSIFIED

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RESPECT TO ANY PROJECT OFFERING MAINLY SERVICES, OPIC-

COUNCIL SHOULD TRY TO AVOID LARGE STUDY EXPENSES BASED ON COMPANY'S MERE EXPECTATION OF BEING ABLE TO GET A FEW BIG CONTRACTS. EARLY AND CONTINUOUS REALISTIC APPRAISALS ARE NECESSARY TO CHECK WHAT MAY BE COMPANY'S EXCESSIVE OPTIMISM. IF, HOWEVER, PROJECT IS TO SELL MAINLY PRODUCT TO SPECIALIZED USERS, SUCH AS HOSPITALS, OPIC AND COUNCIL SHOULD TRY TO AVOID LARGE EXPENSE IN STUDY BEFORE KNOWING ATTITUDE OF THESE PROSPECTIVE PURCHASERS WITH RESPECT TO PRODUCTS OF THIS KIND AND THEIR APPROACH TO PURCHASE, SUCH AS COMPETITIVE BIDDING. THIS SHOULD BE PART OF EARLY SURVEY WORK.

3. WILLIAMS GREAT FAN OF WFS DEVELOPMENT IMPACT AND SO GENERALLY ANXIOUS TO FURTHER COMPANY'S EFFORTS. HE SUGGESTS, HOWEVER, THAT CONSULTATIONS BETWEEN COUNCIL AND COMPANY DURING PROGRESS OF SURVEY BE MORE REGULAR THAN USUAL. IF OPIC OFFICER TO BE IN BRAZIL DURING SURVEY TERM, SUGGEST HE BE ASKED TO LOOK INTO PROGRESS AND PROSPECTS FIRST HAND.
HANSON

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